

REMARKS

Claims 1, 8, and 13 stand objected to on the basis of a spelling error. Appropriate correction has been made and withdrawal of the objection is respectfully requested.

Claim 8 stands rejected under 35 USC 112, second paragraph, for insufficient antecedent basis. Appropriate correction has been made and withdrawal of the objection is respectfully requested.

All of the pending claims stand rejected under 35 USC 103(a) as obvious in light of Kaiser in combination with one or more other references. Applicants have amended independent claims 1, 8, 13, and 19 to recite providing a graphical user interface for receiving from the user a geometric outline defining a hot spot. Applicants respectfully submit that this feature is not shown by Kaiser or any other cited reference.

The specification at page 10, line 4 *et seq.*, describes one exemplary embodiment of the graphical user interface. The specification describes that a user can create and test hot spots interactively in a what you see is what you get (WYSIWYG) graphical user interface. The user can identify a region for a hot spot, hit pause, and define a geometric region on the screen using a mouse. Kaiser does not teach this feature.

Kaiser describes a video production and reception system. While Kaiser describes “trigger zones” and “placement zones,” Kaiser fails to teach the claimed system. In FIG. 2, Kaiser illustrates a series of trigger zones. These zones are arrayed along an x-axis labeled “time.” Thus, it is clear that the trigger zone of Kaiser is simply a period of time and not a geometric outline defining a hot spot. In connection with a placement zone, Kaiser at col. 6, lines 18-20, describes that a placement zone comprises one or more frames of a video production. As an entire frame, a placement zone also cannot teach a geometric outline defining a hot spot

In the Action, the Examiner stated that Kaiser teaches that users are allowed to select among selectable actions rendered on the display (col. 5, lines 41-42). This portion of Kaiser merely describes that a user can select actions that are rendered on a display. There is no suggestion in Kaiser that this action of selecting a displayed action involves receiving from the user a geometric outline defining a hot spot.

In the Action, the Examiner also stated that Kaiser teaches a visual indication of the availability of an action selection interface (ASI) that is depicted by a visual highlight or geometric outline to identify a hotspot. Kaiser, at col. 9, lines 45-48, describes that an ASI is communicated to a reproducing apparatus at which point a user may select one or more selectable actions. In FIG. 6B, it is described that visual highlight 6500 of the image referencing a product can be shown. Kaiser describes at col. 10, lines 20-40, that the visual highlight 6500 may be an image edited to highlight a product being promoted.

Applicants respectfully submit that all of these cited portions of Kaiser on which the Examiner has relied only teach highlighting a graphical image that is of some potential interest to a user so that he may be aware of its presence. There is no suggestion in Kaiser of a graphical user interface for receiving from the user a geometric outline defining a hot spot. Even if Kaiser teaches an interface for selecting a hot spot (a point which applicants do not concede), there is no suggestion that a user defines the outline of a hot spot with a graphical user interface. Simple selection of a hot spot does not teach the claimed interface. While Kaiser appears to describe some means for indicating the area to be highlighted, there is no suggestion that the claimed systems and methods are used.

For these reasons, applicants respectfully submit that Kaiser fails to render obvious independent claims 1, 8, 13, and 19 and request that the rejection of these claims be withdrawn.

The Examiner has not suggested in the final Action that the other references relied upon in combination with Kaiser to reject the pending claims as obvious teach receiving from the user

a geometric outline defining a hot spot. For this additional reason, the rejection of the pending claims as obvious in light of Kaiser in combination with other references should also be withdrawn.

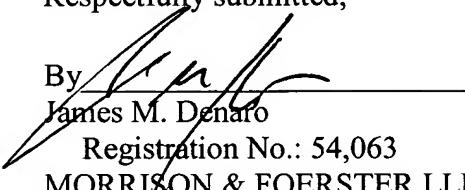
An early action allowing claims 1-25 is solicited.

If it is determined that a telephone conference would expedite the prosecution of this application, the Examiner is invited to telephone the undersigned at the number given below. In the event the U.S. Patent and Trademark Office determines that an extension and/or other relief is required, applicants petition for any required relief including extensions of time and authorize the Commissioner to charge the cost of such petitions and/or other fees due in connection with the filing of this document to Deposit Account No. 03-1952 referencing docket no.

577172003200.

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